

**THE ROLE OF MARKETING IN SUPPORTING ENTREPRENEURSHIP
DEVELOPMENT: A STUDY OF SMALL AND MEDIUM SIZED
ENTERPRISE (SMEs)**

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DEVELOPMENT: A STUDY OF SMALL AND MEDIUM SIZED
ENTERPRISE (SMEs)**

By

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**A thesis submitted to the College of Business in full fulfillments of the
requirements for the degree Master of Science Management (By Coursework)**

Universiti Utara Malaysia

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ABSTRAK

Pemasaran adalah unsur yang penting dalam menjayakan pembangunan usahawan. Elemen-elemen campuran pemasaran boleh mempengaruhi keputusan pembelian oleh pengguna. Oleh yang demikian, kajian ini di lakukan bertujuan untuk mengenalpasti peranan pemasaran kearah menyumbangkan pembangunan usahawan dalam industri Perusahaan Kecil dan Sederhana. Jenis persampelan yang digunakan dalam kajian ini ialah persampelan rawak mudah di mana seramai 70 orang penduduk Perlis yang melibatkan pihak agensi kerajaan, usahawan dan pengguna produk tersebut. Penganalisaan data yang dibuat ialah analisa diskriptif dan analisa regresi. Keempat-empat elemen campuran pemasaran mempunyai hubungan positif dengan pembangunan usahawan. Hasil kajian menunjukkan bahawa terdapat hubungan yang signifikan antara produk dan saluran agihan dengan pembangunan usahawan. Walaupun faktor harga dan promosi tidak signifikan. Ini bermaksud pada masa hadapan penyelidikan perlu memberi penekanan yang lebih terhadap elemen tersebut.

ABSTRACT

Marketing is an important element in a successful of entrepreneurship development. Elements of the marketing mix can influence decision making in purchasing by consumers. Thus, this study was conducted to identify the role marketing in contributing towards the development of entrepreneurs in Small and Medium Sized Enterprises (SMEs). Type of sampling used in this study is simple random sampling in which about 90 people from Perlis involving government agencies, entrepreneurs and consumer products. The data created is descriptive and regression analysis. The four elements of the marketing mix have a positive relationship with their development. The finding of this study showed that there is significant correlation between the product and distribution channels with their development. Therefore price and promotion factors have no significant relationship with entrepreneurship development. In the future research should be focus more on those elements.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter researcher will discusses an overview of background of study and organization profile. The problem statement is focusing on the role of marketing in supporting entrepreneurship development of SMEs. In addition, it also highlighted on the research questions, research objectives, scope of the study and significant of the research.

1.2 BACKGROUND OF STUDY

Malaysia requires new approaches, new enthusiasm and new determination, driven by the spirit of 1Malaysia to propel this country to a higher economic growth. To enable Malaysia to achieve the aspirations of the high-income countries by 2020, Malaysia's economy should grow at a rate of 6% per annum during the Tenth Malaysia Plan 2011-2015 (RMK-10). Economic growth should be implemented to enable us to increase the dynamism and productivity. Malaysia should shift from a strategy based on economic diversification has turned Malaysia into a middle income country to a strategy that focuses on the specialization in some sectors of the economy and geography of selected country's competitive advantage.

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